

**U.S. Department of Health and Human Services
Substance Abuse and Mental Health Services Administration
*National Alcohol and Drug Addiction Recovery Month***

January 27, 2010 *Recovery Month* Planning Partners Meeting

8:30 a.m. – 3:00 p.m.

The Crystal City Marriott Gateway Hotel

Participants

Reverend Cynthia Abrams
Daphne Baille
Pat Beauchemin
Angela Beckett
Alberto Blanco
Monique Bourgeois
Ann Bradley
Ray Bullman
William Caltrider, Jr.
Doreen Cavanaugh
Hugh Delaney
John de Miranda
Chris Deutsch
Donna Dmitrovic
Ben Eiland
Ruth Esteban-Muir

Robert Foster
Maryanne Frangules
James Gillen
Walter Ginter
Dan Griffin
Steve Hornberger
Gayle Jaffe
Benjamin Jones
Anna Mable Jones
Diana Kamp
Chris Kelly
Andrew Kessler
Laurie Krom
Joan Kub
Bob Lang
Roberta Leis
Henry C. Lozano
Ting-Fun May Lai
Robert J. Lindsey
Mimi Martinez McKay

Organization

General Board of Church and Society, The United Methodist Church
TASC, Inc.
Therapeutic Communities of America
The Association for Addiction Professionals (NAADAC)
Restart, Inc.
Association of Recovery Schools
National Institute on Alcohol Abuse and Alcoholism
National Council on Patient Information and Education
Center for Alcohol and Drug Research and Education
Health Policy Institute of Georgetown University
SMART Recovery
Stepping Stone of San Diego, Inc.
National Association of Drug Courts
Rase Project
Person in Recovery
U.S Department of Transportation, National Highway Traffic Safety Administration
National Association of Drug Court Professionals
Massachusetts Organization for Addiction Recovery
The Providence Center
National Alliance for Medication Assisted Recovery
Griffin Recovery Enterprises
National Association for Children of Alcoholics
Suicide Prevention Resource Center
National Council on Alcoholism and Drug Dependence-Detroit
Oxford House, Inc.
The Association for Addiction Professionals (NAADAC)
Advocates for Recovery Through Medicine, D.C. Chapter
Friends of SAMHSA
Addiction Technology Transfer Center (ATTC), National Office
International Nurses Society on Addictions
American Bar Association
Join Together/Boston University School of Public Health
Shinnyo-en Foundation
National Asian Pacific American Families Against Substance Abuse
National Council on Alcoholism and Drug Dependence
Texas Department of State Health Services

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Carol McDaid	Capitol Decisions, Inc.
Michael McDonnell	Southern Bucks Recovery Community Center, PRO-ACT
Cynthia Morena-Tuohy	The Association for Addiction Professionals (NAADAC)
Greg Muth	Support for Addictions Prevention and Treatment in Africa Foundation
Abdelwahab Nasser, Ph.D.	Arab American and Chaldean Council
Daniel Payne	McShin Foundation
Annah Perch	Stepping Stones of Bedford, NY
Joe Powell	Association of Persons Affected by Addiction
William Spencer Reilly	Odyssey Networks
Claire Ricewater	Al-Anon Family Group Headquarters, Inc. World Service Office
Domingo Rodriguez	Chicanos Por La Causa
Kim Rymshaw	Entertainment Industries Council, Inc.
John Shinholser	The McShin Foundation
William Sinkel	Support for Addictions Prevention and Treatment in Africa Foundation
Melissa K. Stein	National Association of County Behavioral Health and Developmental Disability Directors
Renee Tajudeen	U.S. Department of Labor, Working Partners for an Alcohol and Drug-Free Workplace
Pat Taylor	Faces & Voices of Recovery
Harvey Weiss	Synergies; National Inhalant Prevention Coalition
Jennifer White	Food and Drug Administration, Center for Evaluation and Research
Greg Williams	Connecticut Turning to Youth and Families

SAMHSA Staff

Nayda G. Cruz
Keith Diaz
Sarah Ikenberry
Michele Monroe
Abraham Ruiz
Ivette Torres
Steve Wing

Contractors

Bill Beard	ORC/Macro
Kristin Engdahl	Edelman
Diane Fraser	Abt Associates, Inc.
Sara Jacobson	Edelman
Jenna Kozel	Edelman
Virginia Pond	Edelman
Bunnie Riedel	Riedel Communications
Cori Sheedy	Abt Associates, Inc.
Heather Stephenson	Edelman
Megan Smith	Edelman

Special Guests

Dr. Alan R. Andreasen	McDonough School of Business, Georgetown University
William Borchert	Author and Screenwriter
Jan Parkinson	Hallmark Hall of Fame

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I. Welcome and Introductions – *Ivette Torres*

Ms. Torres, SAMHSA, welcomed everyone to the *National Alcohol and Addiction Recovery Month (Recovery Month)* Planning Partners meeting and reviewed the goals of *Recovery Month* for the new partners present at the meeting:

- Support the overall ONDCP goal of demand reduction and promote the message that recovery is possible
- Emphasize the importance of individualized treatment in a person's path of recovery
- Illustrate how people with substance use disorders, with the help of treatment and recovery, can reintegrate into their communities and reclaim their lives, their life goals and their family
- Generate momentum for hosting of state and local community-based events
 - Enhance knowledge
 - Improve understanding
 - Promote support for addiction treatment

Ms. Torres thanked the Planning Partners for the excellent job of promoting and educating local communities about *Recovery Month's* goals and mission and in garnering support at the local, state and national levels.

Ms. Torres reviewed the day's agenda and informed the group about the afternoon presentation by Dr. Alan Andreasen, Georgetown University, who has been teaching the business model of social marketing for over 30 years. She stated that after 20 years, *Recovery Month* seemed to be suffering from branding fatigue and she hoped that the presentation today would help to reinvigorate everyone's thinking about *Recovery Month*.

Ms. Torres informed the group that the dates selected for the September Planning Partners meeting and the *Recovery Month* Kick-Off and Luncheon fall on Rosh Hashanah. The new dates selected by the Partners are **September 15 for the Planning Partners meeting and the *Recovery Month* Kick-Off and Luncheon will be held on September 16.** Faces & Voices for Recovery will be the host for the *Recovery Month* Luncheon on September 16.

Planning Partner Updates

Planning Partners provided updates on their organizations activities. Some of these included the following:

- John Shinholser reported that the McShin Foundation of Virginia hosts the largest *Recovery Month* event per capita in the nation.
- William Caltrider stated that **Turk House** is a 90 bed recovery facility that has provided 25,000 beds/visits during its 40 year history. He informed the group that they are **celebrating their 40th anniversary in May.**
- Cynthia Moreno-Tuohy stated that **NAADAC will be undertaking activities related to health care reform, the Parity Act, education training, and lifelong learning.**
- Bob Lindsay stated that **NCADD's 24th Annual Alcohol Awareness Month will be in April,** and that this year, their focus is on family. He reported that NCADD has 10 new affiliates. He informed the group that the date for the New York City Recovery Rally date is not confirmed, but they will know soon. He stated that **NCADD is in its 66th year.**

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- Bill Reilly stated that **Odyssey Networks is an interfaith media organization that produces documentaries and television series, and that this year they are focusing on theme of addiction and recovery.**
- Laurie Krom informed the group that the ATTC Network has 14 regional centers around the United States, and hosts ***Recovery Month*** events at each center. She stated that the **ATTC National Office has an annual essay contest every year and that they will be holding another one in 2010.**
- Annah Perch informed the group that **Stepping Stones of Bedford, NY** shares the original story of hope and recovery, and is a **historic home and national landmark preserving Bill and Lois Wilson's legacy. She encouraged the Partners to visit the home.**
- Claire Ricewasser stated that Al-Anon produced PSAs do very well in airplay and are in the top 10 percent of Nielsen ratings for PSAs. She stated that their **magazine is going into its second printing and is available to all and that anyone interested in receiving it should contact her. She stated that the membership survey will be posted in a few months, and that it is an in depth survey for Al-Anon members on their mental and physical health and the effects of alcoholism and recovery on the family.**
- Maryanne Frangules stated that MOAR continues to provide advocacy and recovery support services. She stated that Ivette Torres attended their ***Recovery Month*** Motorcycle Ride event in September 2009, and that they plan to hold an **alcohol awareness event on February 22.**
- Dan Griffin informed the group that he recently left his job to develop a new business, Griffin Recovery Enterprises, which focuses on men in recovery, to provide services to men that help them to achieve long-term quality recovery.
- Renee Tajudeen informed the group that the Department of Labor has decided to move away from this subject matter and their program, **Working Partners for an Alcohol- and Drug-Free Workplace is being phased out after 20 years. They are trying to find a new home for their content rich Web site for employers to set up safe and drug free workplace.** They are hoping that ONDCP will take ownership over the program. **She stated that they are currently breaking up their working partners into its assets to find homes for its individual pieces, and that if any of the partner organizations here would like to host the materials, to let them know. She stated that their October campaign, *Drug-Free Work Week*, currently celebrated in October has a lot of community support and she suggested that it be considered to become a week in September as part of *Recovery Month*.**
- Daphne Baille stated that TASC is working with SAMHSA and the ATTC Network to **co-host the National Conference on Women. Addiction and Recovery, which will have a lot of learning and interactive sessions and labs. The conference's save the date card was included in the meeting folder and more information can be found at <http://www.samhsawomensconference.org>.**
- Pat Taylor informed the group that Faces & Voices of Recovery's *Recovery Voices Count* campaign to register voters and educate officials will be conducted again in 2010. She stated that 60,000 people came to the *Rally for Recovery* and that there were 10,000 people at the Brooklyn Bridge event. **Faces & Voices of Recovery will be conducting another process to identify delegates for this years *Rally for Recovery* event which will occur on September 25.** Faces & Voices of Recovery's goal is to have 100,000 people at events around country in 2010. **Faces & Voices of Recovery is drafting a letter to the U.S. Department of Labor regarding their decision to cut the Working Partners for an Alcohol- and Drug-Free Workplace program. Pat offered the letter as a sample to others who wished to submit letters.**

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- Reverend Cynthia Abrams stated that the General Board of Church and Society, The United Methodist Church will also send the word out to their faith communities about the U.S. Department of Labor's decision to cut the Working Partners program.
- Steve Hornberger informed the group that NACoA's sites in California are creating a family network. He stated that *Children of Alcoholics* week will be the week of February 14 and encouraged folks to celebrate it. He stated that they will be sending out nominations for the single state agency awards shortly and encouraged partners to make nominations.
- Joe Powell told the group that the Association of Persons Affected by Addiction would be holding a *Rally for Recovery* and baseball game this year, as well as holding a recovery at the movies series event.
- Doreen Cavanaugh informed the group that she was from the Health Policy Institute of Georgetown University. She stated that she works with the youth team at SAMHSA/CSAT and that last year they ran the first national meeting of families and youth in treatment. At the national meeting, there were 35 states and 4 native tribes represented. She stated that they also ran a national consultative session to develop recovery-oriented support systems for youth in high school and college.
- Roberta Leis stated that **Join Together is involved in NCADD, and is working on a project for state leadership in New York and New Jersey.** She stated that they would be holding two meetings: one at NCADD on February 2nd and one in New Jersey on February 3rd, to talk about the institutes.
- Ruth Esteban-Muir stated that National Highway Traffic Safety Administration has a priority program on impaired driving intervention.
- Abdelwahab Nasser informed the group that on September 29 the Arab American and Chaldean Council (ACC) hosted the first recovery symposium for Arab Americans, which 100 people attended.
- Jim Gillen informed the group that the Providence Center is a member of the **Rhode Island Recovery Month Coalition** and that they will be holding the state Recovery Rally on September 25th during "Waterfire," a Providence arts event. He stated that starting February 25th they will be part of four trainings on recovery for fire and rescue personnel. He said that they are still trying to open Rhode Island's first recovery center and first recovery high school.
- Bob Lang distributed project materials to the partners that were developed to help families with adolescents in substance abuse treatment. He informed the group that the American Bar Association is working to establish policies of best practices for courts dealing with youths who are in court due to substance abuse activities. ABA is currently researching model programs and will then pass the practices as ABA policy.
- Melissa Stein stated that the NACBHDD will be holding a legislative conference on March 8-9 in Washington DC and that on March 8 they will be holding a reception on Capitol Hill hosted by Chairman Waxman. She informed the group that they have a new Executive Director, Ron Manderscheid, who is interested in mobilizing the membership to organize *Recovery Month* events. She stated that there is a resource web site for people in recovery called, Network of Care by Trilogy.
- Harvey Weiss stated that Synergies; National Inhalant Prevention Coalition will be holding the 18th National Poisonous Inhalant Week March 15-21. He encouraged partners to invite him to speak or present at their conferences. He informed the group that on February 1 at 9 p.m. the A&E network would be airing a documentary on inhalant abuse.

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- **Pat Beauchemin** stated that **Therapeutic Communities of America** is planning a national conference to be held November 7-10 with a focus on healthy families and safe communities.
- Ben Jones stated that **NCADD-Detroit** will be celebrating their 10th year of recovery events with an event to be held in Michigan's State Capitol, Lansing.
- Ray Bullman informed the group that NCPIE, posted a program toolkit on their Web site called "Maximizing Your Role as a Teen Influencer" that was completed with support from SAMHSA and a Project Advisory Team comprised of several different organizations- please visit <http://www.talkaboutrx.org/> to view more information and the complete toolkit. NCPIE is currently working with SAMHSA and a revised Project Advisory Team on a toolkit for college campuses on prescription drug abuse.

II. **Review of 2009 Accomplishments – *Ivette Torres***

- 1,001 events held in 2009 – more than a 17 percent increase over the 2008 total of 853 events
- 17,261,499 hits to the redesigned ***Recovery Month*** Web site – a 2.2 percent increase from 16,887,458 hits in 2008
- 206 proclamations issued in 2009 – a 25 percent increase over the 164 proclamations issued in 2008. These included:
 - Presidential proclamation
 - 35 Governor proclamations
 - 3 Congressional State proclamations
 - 163 Mayoral/county proclamations
 - 4 Native American proclamations
- 45 Voices of Recovery in 2009, an increase of nearly 67 percent from 27 Voices in 2008
- 2009 *Road to Recovery* television series reached 22.7 million households (21.4 million in 2008), through 488 cable stations (437 in 2008), generating \$14 million in free airtime (\$12.4 in 2008), still airing on average 12 times a month
- 2009 *Road to Recovery* radio series reached 2.8 million listeners, through 38 stations, an increase of 58 percent from 2008

The draft Executive Summary for the 2009 Final Report was distributed to the Planning Partners at the meeting. The Executive Summary and Final Report will be posted on the ***Recovery Month*** Web site in the upcoming month.

III. **Status of 2010 Materials – *Abraham Ruiz, Michele Monroe, Sarah Ikenberry, Megan Smith***

Abraham Ruiz, Michele Monroe, and Sarah Ikenberry from SAMHSA and Megan Smith from Edelman presented on the status of the 2010 ***Recovery Month*** materials.

2010 SAMHSA-Sponsored Events: Mr. Ruiz, SAMHSA, reported that there will be 12 SAMHSA-sponsored community event contracts in 2010. The event contracts will be awarded to events that focus on African American, American Indian, Asian American and Pacific Islanders, Latino, and Youth communities. Included in the contracts are 10 workforce development events, 10 professional baseball events, and 5 recovery motorcycle ride events. The request for proposal will be available within the next

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two months. **If your organization would like to be added to the list of preferred vendors, please contact Abraham, Abraham.Ruiz@samhsa.hhs.gov.**

2010 Toolkit: Mrs. Monroe, SAMHSA, reported that the *Recovery Month* toolkit was submitted for clearance to SAMHSA. Once approved, it will go to HHS for final clearance. **Vignettes can be submitted to Virginia Pond: Virginia.Pond@edelman.com. The instructions for submitting vignettes and the hold harmless forms are provided in Attachment A.**

2010 PSAs: Ms. Smith and Ms. Jacobson, Edelman, presented the revised storyboards for *Mother and Hard Work*, the two PSAs chosen to be produced in 2010. Mrs. Monroe, SAMHSA, reviewed all of the changes that were made to the storyboards, based on feedback from the Planning Partners and the eight focus groups. Mrs. Monroe reported that the 2010 PSAs were scheduled for production in New York, February 16 - 20.

2010 Social Media: Mrs. Ikenberry, SAMHSA, reported that the Facebook fan page had over 1,890 fans, and that the YouTube channel had over 1,422 channel views. In addition, SAMHSA conversed with more than 115 bloggers.

IV. 2011 *Recovery Month* Observance – *Ivette Torres, Megan Smith, and Sara Jacobson*

Ms. Torres stated that the 2011 concepts were created to address the U.S. Department of Health and Human Services' Secretary Sebelius and SAMHSA's Administrator Hyde's priorities, which include: Prevention of Substance Abuse and Mental Illness, Violence and Trauma, Military Families - Active, Guard and Veteran, Housing and Homelessness, Jobs and Economy, Health Insurance Reform Implementation, Health Information Technology for Behavioral Health Providers, Behavioral Health Workforce - In Primary and Specialty Care Settings, (visit <http://www.samhsa.gov/About/strategy.aspx> for more information). Ms. Torres informed the group that *Recovery Month* will be conducting evaluation activities to answer questions regarding its impact and to focus on outcomes measurement.

Ms. Smith and Ms. Jacobson presented the three concepts for the 2011 campaign to the Planning Partners. The concepts were disseminated to the Planning Partners for the discussion led by Ms. Torres.

1. Concept One: Prevention, Early Intervention, and Well Being

The first concept focuses on prevention, early intervention, and health and well being for the whole person. Ms. Smith said that these were developed to ensure that treatment and recovery support services are included in the overall health care dialogue. This concept was developed to focus on the Parity Act, and changes that could come from health care reform. The target audiences for this concept include people on the front lines of health care, including first responders and emergency and health care workers; family and coworkers, as well as people who work in recovery. The materials developed under this concept would be created to help the target audience to support and educate individuals in navigating the changes in health care to access recovery and treatment services. These products would be developed through the lens of public policy and healthcare.

Themes developed for concept one:

- *Join the Voices for Recovery: Connection to Care*
- *Join the Voices for Recovery: Bridge Services to Access Care*

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- *Join the Voices for Recovery: Health Today, Health Tomorrow*

2. **Concept Two: The Personal Story of Recovery**

The second concept focuses on personal stories of recovery and health, to reflect on the strength of people in recovery and the power they have to heal and live productive lives. The stories would be from the perspectives of both the person in recovery and someone in their life affected by it: a family member, co-worker, or friend. This concept would show the perspectives of both parties to give a whole view of recovery and its benefits. The target audiences for this concept include youth affected by addiction and recovery, employers and employees, people in the criminal justice system, and treatment providers. The targeted outreach pieces would highlight successful collaborations and the importance of beneficial relationships to the recovery process.

Themes developed for concept two:

- *Join the Voices for Recovery: Empowered for a Better Future*
- *Join the Voices for Recovery: Renewing, Recovering, Reuniting*
- *Join the Voices for Recovery: Through Recovery, Everyone Wins*
- *Join the Voices for Recovery: Reaching Out, Finding Help*
- *Join the Voices for Recovery: Get Help, Gain Life*

3. **Concept Three: Partnerships for Better Recovery**

The third concept focuses on the many types of partnerships that exist to help people achieve recovery, and was inspired by Planning Partners, and by HHS Secretary Sebelius's focus on successful partnerships. This concept would highlight successful partnerships with the goal to encourage more of them between people and their providers and organizations with each other, and would show how effective partnerships are seen in all areas of the community. The materials would integrate the importance of traditional and non-traditional collaborations. The target audiences for this concept include peer to peer/mutual support organizations, cultural organizations, primary and specialty care providers, and business and industry.

Themes developed for concept three:

- *Join the Voices for Recovery: Unite to Sustain Recovery*
- *Join the Voices for Recovery: Partner, Plan, Recover*
- *Join the Voices for Recovery: Linking Communities*

The Planning Partners provided comments and feedback on the three concepts, which included:

- Melissa Stein suggested that ***Recovery Month*** move out of thinking in silos and include information that links the different centers in SAMHSA.
- Harvey Weiss stated that Concepts 1 and 3 seem to merge with one another in their focus on partnerships and a combination of efforts that create a partnership. He stated that health care reform may not be on the front burner in 2011.
- Steve Hornberger suggested that the concept be a blend of all three of them, and suggested "*Partnering for Health and Well Being*" as a theme, because it captures all of the themes.
- Daphne Baille stated that she liked Steve Hornberger's suggestion, because it can include public and private partnerships and can work on all levels.
- Bob Lindsay also agreed with Steve Hornberger and suggested using partnership with stories of recovery.

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- Dan Griffin stated that Concept 1 makes a stronger statement about how recovery services and treatment of addiction drives health care. He stated that treatment and recovery services are missing from the health care reform debate.
- Pat Taylor stated that personal stories of recovery are important, and suggested thinking about what it means to be well for someone in long-term recovery, with issues related to housing, employment, etc., and to include a broader perspective of stories.
- Claire Ricewasser suggested the theme “Working with each other for recovery, health and well being,” because this makes it a personal issue. She stated that using terms such as “working together or getting together” will engage Al-Anon members, but that using the term “partnering” would not be a good idea as it is related to other issues for Al-Anon members.
- Doreen Cavanaugh stated that partnership with primary care is an important emerging partnership, and also suggested schools and communities colleges.
- Cynthia Moreno-Tuohy stated that she liked the suggestion of a blended partnership idea as well. She suggested community partnerships, people working together: individual, family and community working together.
- Roberta Leis stated that she liked the blended concept, and that well being and recovery partnering has a lot of themes that could be used.
- Melissa Stein stated that partnering with recovery services should also be included as one needs more services than just seeing a doctor in order to have a successful recovery.
- Annah Perch raised a question about the language being used regarding peer-to-peer support and thought that it was hard to understand for a new person in the recovery process. She wondered why AA was not being referenced specifically.
- Claire Ricewasser replied to Annah Perch and stated that ***Recovery Month*** uses both terms: “peer-to-peer support services” and “mutual support services” to cover the variety of service organizations that fall into those categories.
- Ben Jones suggested that for 2011, ***Recovery Month*** should celebrate cultures that are impacted by recovery, highlighting how they are addressing it in their communities in their own way, and showing partnerships across cultures who are addressing the issue.

The partners reviewed and voted on the 2011 suggested concepts, listed below.

- Concept 1: Prevention Early Intervention and Well Being: 2 votes
- Concept 2: The Personal Story of Recovery and Health: 9 votes
- Concept 3: Partnerships for Better Recovery: 2 votes
- Blended Concepts:
 - Partnering for Health and Well Being votes: 24 votes
 - Together We Freely Receive, Together We Freely Give Back: 6 votes
 - Partnering or Networking for Health and Well Being: 0 votes
 - **Whole Recovery, Whole Health, Whole Community: agreed upon by all**

The 2011 theme chosen by the group was ***Join the Voices for Recovery: Whole Recovery, Whole Health, Whole Community***. The theme will be a blend of the three concepts, focusing on the effectiveness of partnerships to improve well being, health, and recovery. **The target audiences for the 2011 toolkit will be reviewed and discussed at the March Planning Partners meeting.**

V. **When Love Is Not Enough, The Lois Wilson Story – William G. Borchert and Jan Parkinson**

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William Borchert introduced himself to the group by telling them that he has been in recovery for 47 years. Mr. Borchert stated that he has been a writer all of his life. In 1974, he met Lois Wilson, wife of Alcoholics Anonymous founder Bill Wilson, through his wife. While visiting Lois, he asked her for permission to turn her story into a film. He stated that Lois's story was powerful because it showed the effects of the disease on the family. **Hallmark completed the film starring Wynona Ryder as Lois Wilson, which will be aired on CBS on April 25. Mr. Borchert encouraged the group to use the film as means to carry a message about recovery – See Attachment 2. For more information visit www.williamborchert.com.**

Jan Parkinson, Hallmark Hall of Fame, introduced himself as a producer at Hallmark Hall of Fame. He stated that the challenge of making a movie from a book is in trying to capture the spirit and message of the story. He stated that Hallmark was excited to work together with the Partners and the recovery community to bring this story to life and help others. **He asked everyone to spread the word about the film and encourage anyone who has been touched by alcoholism to watch it. He suggested that viewers use materials developed by Hallmark to have post-film discussions and for educational purposes.** He stated that the movie is, above all, a powerful love story. **Mr. Parkinson recommended the Partners tune in to *The Lois Wilson Story* debuting on CBS on April 25.**

A short clip from the movie was played for the Planning Partners. Attachment 2 includes an article by Bill Borchert on *The Lois Wilson Story*.

VI. A Social Marketing Approach to Recovery Month Messaging - Alan R. Andreasen, Professor of Marketing, McDonough School of Business of Georgetown University and Executive Director of the Social Marketing Institute

Dr. Andreasen started his career in conventional marketing. In the 1970s, he was influenced by the riots, and wrote a book called *The Disadvantaged Consumers*. During that time, he became motivated by social issues. He stated that social marketing has expanded and developed over the years to include marketing beyond commercial industries. He has worked to apply the tools and methods of marketing to address social issues. Dr. Andreasen presented on the evolution of social marketing, the requirements for good social marketing, the campaign process, stages of change, and the value of targeting an organization on an audience, versus a specific issue. At the close of his presentation, Dr. Andreasen answered questions posed by Planning Partners. Daphne Baille asked him how social marketing has influenced policymakers. He stated that in order to approach policymakers, it was important to find out what was important to the policymakers themselves, and to talk to them about how they would benefit by supporting a campaign. In the meeting folder, Dr. Andreasen provided a list of resources, articles and Web sites. **Dr. Andreasen's presentation and suggestions for Recovery Month next steps are attached to the meeting summary – Attachment 3.**

VII. Committee Reports

Toolkit Committee

Daphne Baille encouraged the Planning Partners to submit their vignettes/voices on the impact of recovery, including vignettes by others who have seen the benefits of recovery.

Ms. Baille also asked everyone to complete a customer satisfaction form, which was handed out. The Partners' feedback is integral to improving and making the kit more applicable to what the recovery

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community is facing. **Partners can also visit the *Recovery Month* Web site and complete the form: <http://www.recoverymonth.gov/Recovery-Month-Kit/Resources/Customer-Satisfaction-Form.aspx>.**

Multimedia Committee

Cori Sheedy, Abt Associates, reviewed the www.recoverymonth.gov Web site milestones and enhancements that occurred in 2009 and those upcoming in 2010. Ms. Sheedy informed the group that while in 2009, the Web site was consolidated with fewer pages, Web site hits and visits rose, as did the number of events, voices, and proclamations. **She encouraged the Planning Partners to post the 2010 banners on their Web sites. The banners can be found here:**

<http://www.recoverymonth.gov/Banners-Logos-and-Flyers.aspx>. If the code for the banner is embedded directly onto the Partners' Web sites, it will automatically update in future years.

Ms. Ikenberry, SAMHSA and Jenna Kozel, Edelman, reviewed the successes of the social marketing campaign for 2009, including the widget engagement, Facebook, Blogger engagement, and the YouTube channel. Ms. Kozel presented on the impact of the social engagement campaigns, and how far ***Recovery Month*** has come since 2008. Ms. Kozel informed the group that the Twitter feed was launched from the ***Recovery Month*** meeting, and that it already has 75 followers. She stated that ***Recovery Month*** is also launching a blog, *The Recovery Connection*. She informed the group that the first E-Media Newsletter will be sent out to the Planning Partners in the beginning of February. **Please become a fan of the *Recovery Month* Facebook page (<http://www.facebook.com/RecoveryMonth>) *Recovery Month* YouTube Channel (<http://www.youtube.com/recoverymonth>) and follow *Recovery Month* on Twitter at (<http://www.twitter.com/RecoveryMonth>).**

Bill Beard, ORC/Macro informed the group that the 2010 *Road to Recovery* Television and Radio Series seasons kicks off on Wednesday, February 3. The Multimedia Committee created the themes for the nine shows, which include the following: programming on homelessness, sustaining recovery, prescription drug abuse, youth addiction, recovery and the media, embracing diversity, and the language of recovery. The abstracts were included in the meeting folder. **Mr. Beard encouraged the Partners to suggest panelists for the upcoming programs, as some shows still need panelists. He can be reached at William.R.Beard.Jr@macrointernational.com.**

Bunnie Riedel reported on the Public, Educational, and Governmental Channels and viewership of the channels carrying the *Road to Recovery* programming. Additional information was distributed in the meeting folder.

Sustainability Committee

Ms. Torres proposed merging the Public Relations and Sustainability Committees. The group agreed with her proposal. Steve Hornberger informed the group that the Committee will be working to have ***Recovery Month*** put into the Appropriations language. Additionally, Committee members will be meeting with Administrator Hyde on February 25, where they will highlight the impacts and influence of ***Recovery Month***. Partners attending the meeting with Administrator Hyde had not yet been identified.

Evaluation Committee

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The Evaluation Committee met on January 25. Ms. Torres reported that in 2010, *Recovery Month* will be undertaking evaluation activities to define the impact of *Recovery Month*. Included in the activities will be the development and OMB clearance of a survey to post on the *Recovery Month* Web site and for Partners to disseminate, discussions with SAMHSA's Office of Applied Studies' about the inclusion of a questions into the National Survey on Drug Use and Health, and working with the National Highway Transportation Safety Administration to include some *Recovery Month* questions in their Gallup survey.

IX. New Business

Before closing, Ms. Torres opened the meeting to any additional comments from the Planning Partners. These included the following:

- Dan Griffin informed the group that there is a **new recovery group in the Maldives Islands who are looking for recovery resources and support. He encouraged people to connect with them through him on Facebook.** They are looking for donations to help them build their resources for recovery.
- **Pat Taylor announced that the January issue of the ONDCP Update (<http://www.whitehousedrugpolicy.gov/update/update-jan2010.pdf>) has a big focus on recovery.** She also informed the group that there are international groups joining in the *Recovery Month* campaign. Furthermore, the previous week, she attended a meeting with Administrator Hyde last week to begin a discussion on the Administrator's initiatives (discussed in Section IV above), and that there will be ongoing discussions and meetings. **She stated that Planning Partner organizations should reach out to Administrator Hyde as well as their own state and local officials on their communities and the impact of *Recovery Month*.**
- Domingo Rodriguez informed the group that Arizona has lost treatment capacity (beds) due to the economic budget cuts. **He stated that we need to engage our local communities and officials to address the current climate and changes to funding.**

Next Meetings

- **The next Planning Partners meeting will be held on March 24 at the Crystal City Gateway Marriott, the same hotel as the January meeting.**
- The June meeting will be a teleconference held on June 9. *Dial-In information will be provided at a later date.*
- The September Planning Partners Meeting will be on September 15 at the Washington Plaza Hotel at Thomas Circle in DC .
- The *Recovery Month* National Kick-Off Press Event and Faces & Voices *Recovery Month* Luncheon will be held on September 16.

2010 VIGNETTES FOR RECOVERY MONTH MATERIALS

We are requesting your participation in securing vignettes for the 2010 *National Alcohol and Drug Addiction Recovery Month (Recovery Month)* materials. Below is all the information for submitting vignettes, photos, and required signed Hold Harmless form—see attached copy of the Hold Harmless form. You can copy the Hold Harmless form if you need more than one copy.

Stories of people in recovery from substance use disorders - and stories from their friends, families, and colleagues as well - go a long way toward promoting the message that addiction is a disease and recovery is possible.

HOW YOU CAN HELP:

We would appreciate any help you can provide in supplying personal stories. Stories should:

- 1) Be very brief - no more than a short paragraph in length. Refer to the “Join the Voices for Recovery” document in the *Recovery Month* kit for examples to follow (see <http://www.recoverymonth.gov/Recovery-Month-Kit/Targeted-Outreach/Join-the-Voices-For-Recovery.aspx>).
- 2) Be accompanied by a signed Hold Harmless form (see-attached copy). If the vignette features a minor, the signature of a parent or guardian is also required. If more than one person is featured in the photo, include separate Hold Harmless forms for each person (unless the others are to be cropped out of the photo).
- 3) Include a high resolution photo with a close-up of the person’s face. (Hard copies must be 35 mm film or equivalent. Electronic files must be Adobe EPS file or PDF – must be no less than 300 dpi; a photo embedded in a Word file cannot be used.)

Please note – We welcome stories on all aspects of recovery. Particularly for the 2010 materials, we would like stories that address the following issues and audiences:

- Public Safety Officials – military such as Army, Navy, Air Force, Marines, and Coast Guard, as well as police officers, firefighters, ambulance workers, and other first responders.
- Workplace
- Families
- Older Adults

WHERE TO SEND THE STORIES AND PHOTOS:

- FAX the signed Hold Harmless form to Virginia Pond, Edelman, at 202-789-0598.
- E-mail the story (and electronic photo, if possible) to virginia.pond@edelman.com.
- Send any hard-copy materials to:

Virginia Pond – Attn: *Recovery Month*
Edelman
1875 Eye Street NW, Suite 900
Washington, D.C. 20006
202-312-1080

Please call me with any questions at 240-276-2758.

With your help, we can showcase more of these valuable stories, which show the faces of real people in recovery. Thanks in advance for your help!

Michele Monroe



Center for Mental Health Services
Center for Substance Abuse
Prevention
Center for Substance Abuse
Treatment
Rockville MD 20857

National Alcohol and Drug Addiction Recovery Month

55 Wheeler Street, Cambridge, Massachusetts 02138

617-520-2576 (phone) – 617-386-8415 (fax)

Authorization and Release

The undersigned, without compensation, hereby authorizes the U.S. Department of Health and Human Services (DHHS), Substance Abuse and Mental Health Services Administration's (SAMHSA) Center for Substance Abuse Treatment (CSAT) to publish personal information and/or photos either donated or produced by the agency in official agency publications, media outlets and advertisements for the public and scientific community, so long as such use is in keeping with established standards of good taste. Provided text may be used in whole or edited into a short, concise version.

Full Name of Adult of Minor Subject

DHHS/SAMHSA/CSAT may use (check one): My full name and photo:_____;

My first name only and photo:_____;

I prefer that my name not be used and that a pseudonym be used instead with photo_____.

Signature of Adult

Date

Signature of Parent of Guardian of Minor Subject

Date

Address

Phone Number

Witness

Date

Project Description: *National Alcohol and Drug Addiction Recovery Month - Recovery Month*

highlights the societal benefits of substance abuse treatment, honors substance abuse treatment providers and promotes the message that recovery from substance abuse and addiction is possible. The tool kit and all collateral materials are designed to assist with ideas, suggestions and materials for planning and implementing a successful local campaign. Goals are to educate the target audience concerning substance abuse and the positive outcomes of treatment and recovery. Visit www.recoverymonth.gov for more information.

Note: Be advised that this information will be in the public domain and may be reproduced in its entirety or excerpt pieces in official agency future publications with out further permission.

Article by William G. Borchert on *The Lois Wilson Story*
WINONA RYDER STARS IN HIGHLY-ACCLAIMED
DRAMATIC HALLMARK MOVIE ABOUT AL-ANON

A new Hallmark Hall of Fame movie, "When Love Is Not Enough," which tells the dramatic and courageous love story of Lois and Bill Wilson and their battle with the disease of alcoholism which led to the founding of Al-Anon and AA, will air on the CBS Network on Sunday evening, April 25 at 9 p.m. est.

The movie stars two-time Academy Award nominee Winona Ryder as Lois Wilson, the co-founder of Al-Anon and Golden Globe Award winner Barry Pepper as Bill Wilson, the co-founder of Alcoholics Anonymous. The distinguished award-winning director was John Kent Harrison.

More than six years in the making, the movie is based on the critically-acclaimed book, "The Lois Wilson Story: When Love Is Not Enough," written by veteran author William G. Borchert who was a close personal friend of Lois Wilson's for more than 15 years. He co-wrote the screenplay with Camille Thomasson. Mr. Borchert also wrote the Emmy Award winning film, "My Name Is Bill W." which starred James Woods, James Garner and JoBeth Williams.

"When Love Is Not Enough" dramatically depicts the effects of alcoholism on the family and the solution through Al-Anon's Twelve Step program. It highlights how Lois's deep love for her husband kept them together through the scourge of his alcoholic drinking and finally led them into the sunlight of recovery.

Mr. Borchert had Lois Wilson's permission and blessing to write "My Name Is Bill W." and worked closely with her on the development of the script. After her passing, he knew her own inspirational story had to be told together with her founding of the worldwide movement of the Al-Anon Family Groups. So he wrote her story based on the many hours of taped interviews he made with her and Hazelden Publishing Company published the book. Hallmark acquired the film rights and now the Al-Anon story will be told all over the world through this marvelous new movie.

A Social Marketing Approach to *Recovery Month* Messaging
Alan R. Andreasen, Professor of Marketing, McDonough School of Business of Georgetown University and Executive Director of the Social Marketing Institute

Tel: 703-759-2318

E-mail: alanandreasen2@gmail.com

Summary Document for *Recovery Month* Planning Partners

Key social marketing concepts and tools to guide planning and execution for *Recovery Month* promotion.

1. Be very focused on clear, specific behaviors and the target audience or audiences you want to undertake them. This implies:
 - a. *limiting* behavioral focuses to a few key behaviors to focus on the same outcomes, which promotes coordination among participants.
2. Segment target markets. This implies:
 - a. *Narrowing the focus of the campaign*, as opposed to trying to reach and influence everyone. This is good social marketing practice.
 - b. Recognizing sub segments within each target audience. Not all young adults are similar nor are all media, politicians or educators. Use perhaps 3 or 4 sub segments that merit separate attention and separate approaches.
 - c. Choosing segments on which to focus, think about who might be “low hanging fruit.” That is, the program should be selective with their target audience. Those not targeted can then be focused on for future *Recovery Month* observances.
3. “Listen” to the target audience. This implies:
 - a. For each target segment audience, seek out and summarize whatever information is available in secondary sources or in past campaigns.
 - b. Where secondary information is inadequate, use information from face-to-face encounters or conversations with members of the target segment.
 - c. Do not assume that you know drives each target audience toward the actions you want.
 - d. Have in mind a specific framework guides what you want to know and that leads directly to specific messages and various modes of contact and intervention.
4. Recognize that, for target audiences to support the campaign and advance progress towards more people achieving recovery from alcohol and drugs, they need Motivation, Opportunity and Ability
 - a. Motivation involves wanting to get involved in recovery whether it is personally embarking on recovery, helping someone else to recover (and stay recovered), publicizing *Recovery Month*, educating teens, or getting on television, radio, the press or the internet to urge support for recovery efforts and/or *Recovery Month*.

- b. Opportunity is having channels or information about channels that will allow the target audience to do what you seek – e.g., pairing willing media reps with politicians eager to voice support.
- c. Ability is knowing how to do specifically what your campaign wants them to do whether it is recovering, helping or promoting.

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Weinreich, Nedra, *Hands-On Social Marketing*. Thousand Oaks, CA: Sage Publishers, 2000.

Useful Websites

Science Panel on Interactive Communication and Health.

www.health.gov/scipich

University of Iowa Department of Communications Studies. Links to communications resources

www.uiowa.edu/~commstud/resources/

Centers for Disease Control and Prevention (Health Risk information)

www.atsdr.cdc.gov/HEC/primer.html

Centers for Disease Control and Prevention (Health Marketing)

<http://www.cdc.gov/healthmarketing/>

Centers for Disease Control and Prevention (Spanish Web site)

<http://www.cdc.gov/spanish/>

Centers for Disease Control and Prevention (Nutrition, Physical Activity, and Obesity)

www.cdc.gov/dnpa/socialmarketing

National Cancer Institute (Centers of Excellence in Cancer Communication Research)

<http://dccps.nci.nih.gov/hcirb/ceccr/>

National Youth Anti-Drug Campaign

www.mediacampaign.org

National Social Marketing Center (UK)

www.nsmcentre.org.uk

Health Canada (Health Promotion)

<http://www.phac-aspc.gc.ca/hp-ps/index-eng.php>

THE SOCIAL MARKETING LISTSERVER

Georgetown has a social marketing listserver with 2000+ participants from 40+ countries. It is a great place to find job listings, program advice, conferences and blogs about current issues.

To subscribe: Send an e-mail to: listproc@listproc.georgetown.edu

In the message space, put: subscribe soc-mktg <your name>)

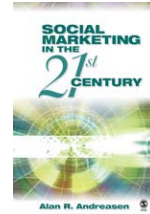


Social Marketing and Recovery Month Planning

Alan R. Andreasen
McDonough School of Business
Georgetown University

Objectives

- What is social marketing and how does it differ from other approaches to social change?
- Where did it come from and why has it become so popular today?
- How does one go about applying a social marketing approach to a social challenge?
- How does it apply to Recovery Month planning?



Social marketing definition

- Social marketing is the application of concepts and tools drawn from commercial marketing to problem social behaviors with the goal of improving individual lives and/or the society of which they are a part.



First – some history



January 2010 MARK 606

The field was born in 1968-1971

- On the practical side – first ventures
 - Internationally
 - Contraceptive social marketing in India
 - In the United States
 - National High Blood Pressure Education Program



January 2010

MARK 606

Social marketing grew – but struggled : 1971-1994

- First applications were those most like:

1. The early programs
 1. E.g. Academy for Educational Development's Child Survival campaign
2. Private sector marketing
 1. Product marketing
 2. Services marketing
 3. Fundraising
 4. Hospitals
 5. Universities



January 2010

MARK 606

But there was considerable resistance

- Other disciplines felt threatened
 - Health promotion specialists
 - Public relations experts
- Potential adopters did not want to be associated with marketing



January 2010

MARK 606

Data was emerging showing that social marketing really works!!

Contraceptive social marketing

	Contra- cepting		Fertility Rate	
	1985	2000	1985	2000
Morocco	29%	55%	7	3.1
D. R.	50%	69%	3.2	2.7
Peru	46%	69%	4.1	2.8
Turkey	38%	63%	4.3	2.6

January 2010

MARK 606

The High Blood Pressure program had major impact

TRENDS IN THE AWARENESS, TREATMENT, AND CONTROL OF HIGH BLOOD PRESSURE IN ADULTS: UNITED STATES, 1976-94*

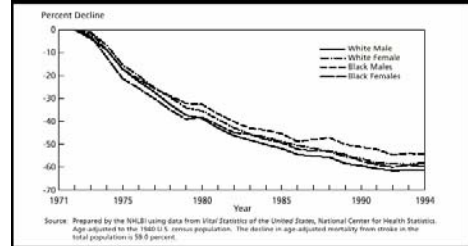
	NHANES II (1976-80)	NHANES III (Phase 1) 1988-91	NHANES III (Phase 2) 1991-94
Awareness	51%	75%	68.4%
Treatment	31%	55%	53.6%
Control [†]	10%	29%	27.4%

* Data are for adults age 18 to 74 years with SBP of 160 mm Hg or greater, DBP of 95 mm Hg or greater, or taking antihypertensive medication.
[†] SBP below 140 mm Hg and DBP below 90 mm Hg.
 Source: Behr V et al.¹ and unpublished NHANES III phase 2 data provided by the Centers for Disease Control and Prevention, National Center for Health Statistics.²

January 2010

MARK 606

PERCENT DECLINE IN AGE-ADJUSTED MORTALITY RATES FOR STROKE BY SEX AND RACE: UNITED STATES, 1972-94



January 2010

MARK 606

Today: textbooks, workbooks, book chapters, scholarly articles, reader



May 18, 2007

CHARM 2007

Social marketing in practice today

- Adopted by many government agencies and nonprofit organizations
 - USDA
 - Centers for Disease Control and Prevention (Martin Fishbein)
 - UNAIDS
 - World Bank
 - AARP
- Commercial organizations add social marketing capabilities
 - Porter Novelli
 - Fleischman-Hillard
 - Ogilvy
- Major social marketing consultancies now exist
 - Academy for Educational Development
 - Population Services International
- Listserver with 2200 participants in 41 countries

May 18, 2007

CHARM 2007

The most ambitious program to date:

**National Social
Marketing Centre (UK)**

May 18, 2007

CHARM 2007

Just what is commercial marketing??



Marriott



- In the private sector, it is getting you to:
 - Buy a Ford
 - Choose McDonalds over Burger King
 - Fly United
 - Stay at a Marriott hotel
- The bottom line is:
 - Sales
 - Market share
 - Growth

January 2010

MARK 606

And in social marketing

- Its about getting you to:
 - Stop smoking
 - Exercise more
 - Give to a charity
 - Intervene in cases of violence
 - Wear seat belts
- Bottom line
 - You are better off
 - Society is better off



January 2010

MARK 606

It is all about . . .

**Influencing
Behavior**



January 2010

MARK 606

And, today, social marketing is much more than a
downstream approach

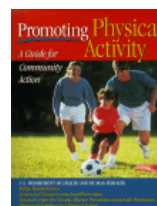
Take **childhood obesity** –
should you focus just on
the overweight kids?



May 18, 2007

CHARM 2007

**To really attack the childhood obesity problem, there
are a lot of (upstream) others who need to act:**



- Parents
- School administrators
- McDonalds' marketing director
- Oprah Winfrey
- President of the PTA
- Video game developers
- FDA regulators

April 25, 2008

Bush School Nonprofit Forum

Upstream solutions

- Mobilize the community
- Change policy
- Remove barriers
- Persuade governments



... but what's the role of marketing here??

April 25, 2008

Bush School Nonprofit Forum

It's still all about:

Target audiences

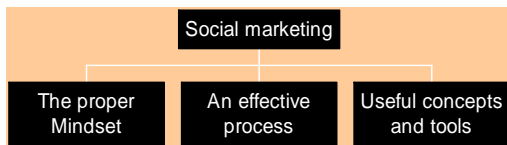
Behavior change



April 25, 2008

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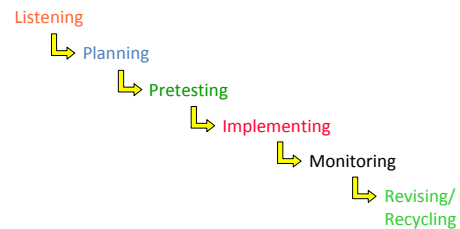
The requirements for good social marketing:



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The social marketing campaign process:



First, recognize that to get the behavior you want for each target audience

You need:

- Motivation** – do they want to act?
- Opportunity** – can they act?
- Ability** – do they know how to act?



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Three Portable Frameworks

– for campaign planning

Stages of Change

- Precontemplation
- Contemplation
- Preparation/Action
- Maintenance



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What people think about: the BCOS Drivers

- Benefits
- Costs
- Others
- Self-assurance

BCOS



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And you have to worry about the Competition

The behaviors you want
always have
competition!!



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What does this mean for Recovery Month?

- The challenge is still to influence behavior of target audiences:
 - Community leaders
 - Politicians
 - Business people
 - Nonprofit executives
 - Abusers and their networks
 - Media people



x12992254 fotosearch.com

How would a marketer proceed?

1. Within each target population:
 - Specify the key behavior(s)
 - Segment the targets
 - Determine “low hanging fruit”
2. For each target audience:
 - Understand their
 - Stage
 - BCOS factors
 - Your competition
3. Develop strategies and tactics to:
 - Move them along towards behavior (or maintenance)
 - Increase benefits
 - Reduce costs
 - Bring positive influence of others to bear
 - Reduce the negative influence of others
 - Make sure they have self-assurance
 - “Fight” the competition

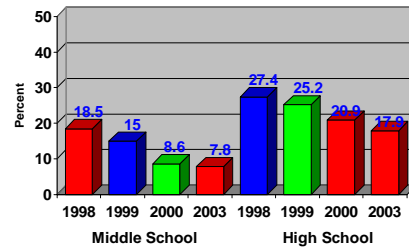
A final caution

- Be careful not to be organization or issue centered
- Always be centered on the target audience – **THEY hold the key to your success!!!**



Does this approach work?

Percent of Florida public middle and high school students who smoked cigarettes on one or more of the past 30 days



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